



RESULTS

- **64% of website traffic referrals** came from Social Media.
- **Over 5 million impressions** were served via social media channels.
- **Interactions / content engagement increased 67%** in just 6 weeks.
- **Growth of over 1,000 engaged Instagram fans** in seven days.

OBJECTIVE

Build a targeted, engaging, loyal fan base on Twitter, Facebook, Instagram, YouTube, Keek, and Pinterest in order to generate excitement, awareness, and drive visitors to the Teen Choice Live! website.

BACKGROUND

- This was the first-ever Teen Choice Live! tour. There was no predecessor to follow or legacy social media to build from.
- Teen Choice Live! came to MCP without a substantial social media presence, other than 200 total followers and a few hundred visitors to their recently launched website.
- They understood that their target demographic (teenagers and tweens) thrive on social media and wanted to capitalize on this. It was important for Teen Choice Live! to follow a strategic approach in effectively using this channel.

STRATEGY

To achieve the objective set by Teen Choice Live!, Media Connect Partners implemented a strategy that involved targeting the Teen Choice fan base on six social media platforms to drive website traffic and event ticket sales by:

- Crafting and posting engaging content.
- Developing effective viral contests that increased reach, interactions and followers.
- Reaching out to influencers within different social media spheres to create buzz and awareness.
- Running Facebook adverts targeted to highly defined demographics.
- Providing detailed ROI metrics, which allowed the client to rate the performance of social media vs. traditional marketing efforts.
- Researched and established a consistent and compelling social media voice appropriate to the Teen Choice Live! audience.
- Interacted with various celebrities and venues related to the show, encouraging promotion of the events.

